Beginning of the beginning for DBS
NAB post-mortem: state of the equipment art

Broadcasting Apr 27

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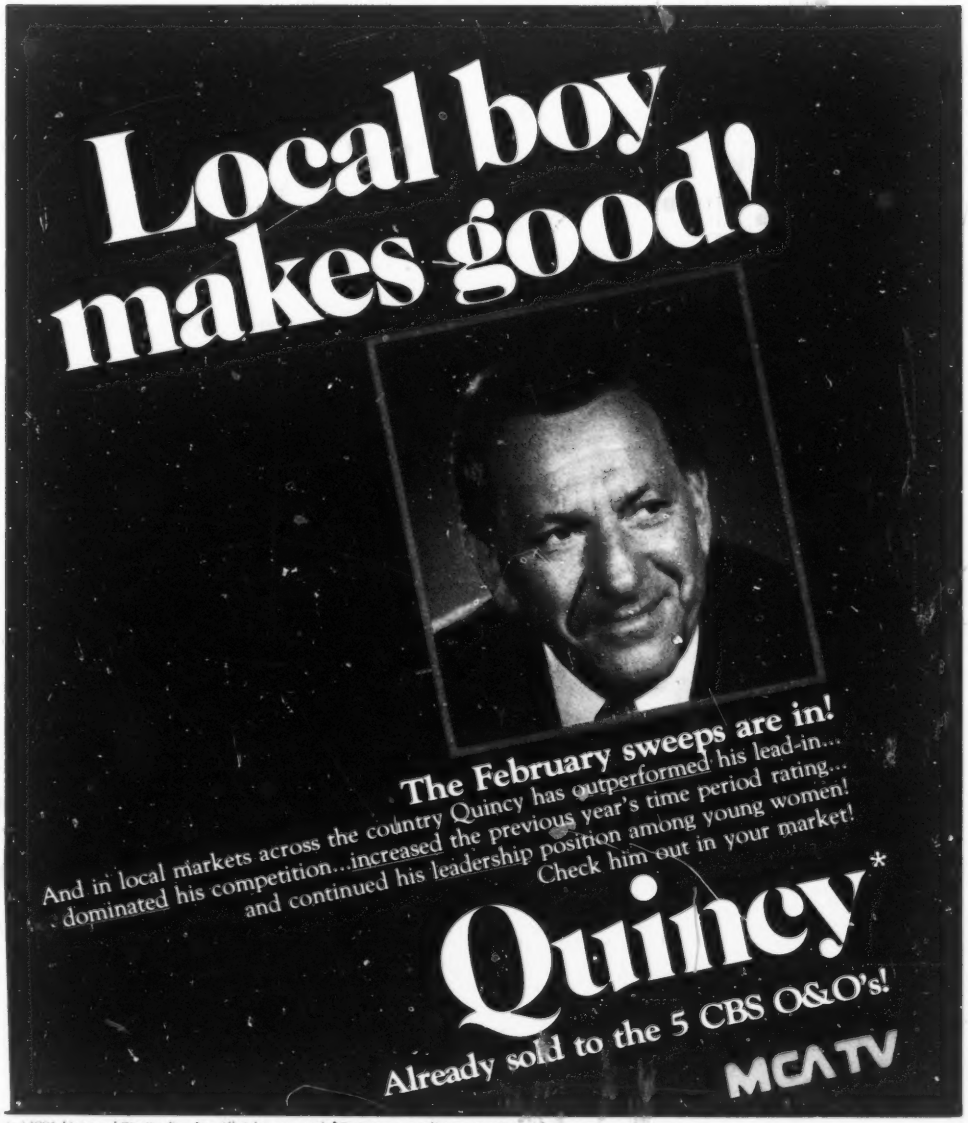
Local boy makes good!
The February sweeps are in!
And in local markets across the country Quincy has outperformed his lead-in... dominated his competition...increased the previous year's time period rating... and continued his leadership position among young women!
Check him out in your market!
Quincy*
Already sold to the 5 CBS O&O's!
MCA TV

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The First 50 Years Of Broadcasting
1958

The Week in Brief

TOP OF THE WEEK

MOMENTUM FOR COPYRIGHT CHANGE ☐ Majority of witnesses at Senate hearing this week favor abolition of compulsory license for cable as prelude to full liability. **PAGE 27.**

LOGOS FOR UNDERWRITERS ☐ FCC broadens rules for public stations, but warns against crossing line into preserve of commercial systems. **PAGE 27.**

COUNTDOWN ON DBS ☐ FCC moves step closer as it accepts STC application and initiates notice of proposed rulemaking for interim systems. **PAGE 28.** Reaction is mostly quiet, with only NAB and fixed service users sounding alarm. **PAGE 30.** STC's Johnson: The more the merrier. **PAGE 31.**

SPECIAL REPORT

HARDWARE IN VEGAS ☐ Some new products turned up in exhibits at NAB convention, but mostly it was time to display equipment in greater numbers and in more sophisticated forms. **PAGE 33.**

CRITIQUE ☐ Experts in broadcast technology assess what they saw in Las Vegas. Speaking for television: Wells, Jacobs and Miller. **PAGE 42.** Speaking for radio: Dickson, Kanner, Schumeyer, Smith and Morgan. **PAGE 54.**

JOURNALISM

CHICAGO FIRES ☐ CBS-owned WBBM-TV there criticizes, in its own documentary, *20-20* segment on local arson that earned Emmy for ABC News. Network returns flak. **PAGE 64.**

ONE COOKE COULD SPOIL BROTH ☐ First Amendment proponents savor court decision that affirmed reporters' right to protect sources. But they worry about possible effects of Janet Cooke-Pulitzer incident. **PAGE 68.**

BUSINESS

UPBEAT QUARTER ☐ Initial reports from major broadcast groups indicate year is off to fast start. **PAGE 70.**

BANNER YEAR FOR TV SPOT ☐ National expenditures in 1980 rise 13.2%, almost reaching $2.5 billion. **PAGE 74.**

ANTE RAISED ☐ To counter move that would block merger, Knight-Ridder and Dow Jones increase their joint offer for UACC to $80 per share. **PAGE 80.**

MEDIA

CABLE HUNG UP ☐ B&B study reports 55% penetration for CATV and prospect that figure will stay there unless there are product or marketing changes and greater diversity in programing. **PAGE 86.**

AT NAB THIS WEEK ☐ Executive committee will meet to hear post-convention assessment, indoctrinate new members, and get reports on low-power and minority-support project. **PAGE 87.**

PROGRAMING

CBS-TV WINS AGAIN ☐ This time network takes season ratings honors by more substantial margin. **PAGE 90.**

TIMES MIRROR'S LATEST ☐ Owner of seven stations will get into program production. **PAGE 91.**

LAW & REGULATION

ABSCAM TAPES FOR TV ☐ Broadcasters win court victory in effort to broadcast FBI footage shown at Philadelphia trial. **PAGE 94.**

1958

THE 'BROADCASTING' YEARS ☐ Network practices came under fire in the FCC's Barrow Report, and the House Oversight Committee trained its sights on the FCC. Commissioner Richard Mack resigned after charges he sold his vote and later was indicted by a grand jury. Clouds began to gather over quiz shows. **PAGE 99.**

PROFILE

WIRTH'S WORTH ☐ The Democrat from Colorado has generally earned good marks during his six years on Capitol Hill. Now his mettle will be more severely tested as new chairman of the House Telecommunications Subcommittee. **PAGE 127.**

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Spot TV rises 13.2% in 1980; just misses $2.5 billion

TVB's annual tally by BAR uses new methodology; 1979 figures were recomputed for comparison

National spot TV expenditures came within a hair of the $2.5-billion mark in 1980, reaching $2,496,033,500 for a 13.2% gain over the 1979 total.

The estimates, by Broadcast Advertisers Reports, were released last week by the Television Bureau of Advertising—along with an explanation that BAR is using a new system to develop the figures ("Closed Circuit," April 20). Harvey Spiegel, TVB senior vice president, research and marketing, explained the change:

"Spot television data reported quarterly by stations to the TVB since 1972 has been compared by BAR with subsequent reports issued annually by the FCC, and they have been found to be closely correlated. Because of the close relationship, reports from TVB and the FCC have been utilized by BAR to adjust national and local spot television data to produce more accurate estimates of spot television expenditures."

BAR used the new system both in developing 1980 estimates and in revising its previous estimates for 1979, so that there would be a benchmark against which the 1980 results could be measured. This lowered the previous estimate for 1979 by $385,264,400, or 13%, from $2,881,297,900 (BROADCASTING, March 24, 1980).

Estimates for 1979 and 1980 thus are comparable with each other. But they are not comparable with estimates for any period before 1979. Estimates produced in the future will be comparable with the 1979 and 1980 figures, Spiegel said, because "starting with the first quarter of 1981, BAR will adjust its total quarterly estimated spot expenditures to the projected level of FCC revenues in [the] 75 markets [that BAR monitors]."

Spiegel said that, for instance, if BAR's first-quarter monitoring indicated spot business was up 10% and TVB's quarterly survey indicated a 12% rise—or vice versa—BAR would adjust its first-quarter estimates to the TVB figure.

The reliability of TVB's survey data was confirmed, Spiegel said, in a BAR study comparing the TVB findings with FCC's actual figures for the years from 1972 through 1979. Except for 1976, when spot and local revenues both rose spectacularly, TVB's figures were never more than one or two percentage points away from the FCC's final figures.

This close relationship, Spiegel said, made it possible to project FCC revenues for the complete year 1980 "with confidence," and will make it possible to continue the projection process forward on a quarterly basis until the FCC releases its 1980 figures, which will then be used as the base against which TVB's percentages are applied.

TVB-BAR also released a list of 1980's top 100 spot-TV spenders, along with estimates of their spending, plus a revised list of the 1979 top 100 for comparative purposes. As with the new 1979 total, the new estimates for individual advertisers substantially deflated the figures calculated by the old method. Procter & Gamble, for instance, historically the biggest spot spender, was shown with 1979 expenditures of $134,087,800, down from $173,760,200 in the estimates released a year ago. Similarly, General Foods, the second biggest spender, was down to $67,558,700 from $88,014,200 in the original 1979 estimates.

In 1980, TVB said, a near record number of advertisers used spot TV—2,598 companies advertising 10,612 different brands. This was down slightly from 1979, when 2,627 companies advertised 10,854 brands on spot TV.

Six advertisers were identified as joining spot TV's top 100 list for the first time in 1980: Jeffrey Martin Inc., with $10.1 million in spot television; Murjani USA Ltd., with $7.5 million; Jordache Enterprises, $7.1 million; National Star World News Corp., $6.6 million; Black & Decker Manufacturing, $5.5 million, and National Distillers and Chemical Corp., $5.3 million.

Eight of spot TV's top 10 users in 1980 increased their spot outlays. Procter & Gamble was down by 7%, to $125,243,500, but General Foods was up 6% to $71,949,300; AT&T moved into third place on a 44% increase to $45,921,300; Coca-Cola was up 22% to $44,055,300, and Pepsico was up 16% to $42,234,200. Sixth-place General Mills was down by 3% to $41,718,900, but the rest of the top 10 were up: Lever Brothers by 12% to $34,768,200; American Home Products by 3% to $33,369,600; Dart & Kraft by 41% to $30,422,600 and Toyota Motor Distributors Inc. were up 55% to $30,364,400.

TVB said all of spot television's top five product categories increased their spending in 1980: Food and food products reached $507,376,800, up 11%; automotive, $223,482,400, up 14%; toiletries and toilet goods, $223,231,200, up 23%; confectioner and soft drinks, $212,417,500, up 8%, and beer and wine, $156,121,200, up 37%.

The 30-second commercial was predominant, accounting for $2,173,502,200 or 87.1% of the year's expenditures, according to TVB. Minutes were next with $243,259,800 or 9.7%, while 10-second messages represented $74,470,500 or 3%, and 20-second spots had $4,285,500 or 0.2%. There was $515,500 in 45-second spots, not enough to get into the percentage column.

Nighttime was the favorite daypart, representing $757,645,800 or 30.3% of the total. Early evening accounted for $650,351,200 or 26.1%; daytime, $572,394,000 or 22.9% and late night $515,642,500 or 20.7%.

Top 100 National and Regional Spot Television Advertisers

	1980	1979
1. Procter & Gamble	$125,243,500	$134,087,800
2. General Foods	71,949,300	67,558,700
3. American Telephone & Telegraph	45,921,300	31,872,100
4. Coca Cola	44,055,300	36,162,200
5. Pepsico	42,234,200	36,398,000
6. General Mills	41,718,900	43,106,800
7. Lever Brothers	34,768,200	30,980,300
8. American Home Products	33,369,600	32,407,400
9. Dart & Kraft	30,422,600	21,545,800
10. Toyota Motor Distributors	30,364,400	19,551,800
11. A.H. Robins	28,923,200	22,411,900
12. Ford	28,146,500	23,501,200
13. Mars	27,345,800	18,687,400
14. ITT	26,134,600	23,215,300
15. Time	25,633,600	28,338,800
16. Nesfood	22,791,500	21,151,100
17. Revlon	21,684,200	14,867,800
18. Philip Morris	21,574,000	12,856,300
19. Colgate Palmolive	21,437,300	21,113,100
20. Warner-Lambert	21,323,100	15,430,200
21. Consolidated Foods	19,188,500	12,900,500
22. Bristol Myers	18,807,800	17,986,400
23. Norton Simon	17,660,200	14,205,900
24. Anheuser-Busch	17,654,200	10,215,300
25. Kellogg	17,098,400	16,436,400
26. General Motors	16,877,400	22,738,300
27. Milton Bradley	16,074,800	19,375,900
28. Adolph Coors	15,927,000	9,651,200
29. Jos. Schlitz Brewing	15,503,500	11,852,300
30. Triangle Publications	14,872,100	13,412,000
31. American Motors	13,908,000	13,333,000
32. Nissan Motor	13,840,500	9,277,300
33. H.J. Heinz	13,669,400	6,292,300

	1980	1979
34. Beatrice Foods	13,128,800	10,975,200
35. American Cyanamid	12,902,400	8,271,100
36. Wm. Wrigley Jr.	11,998,500	20,013,900
37. Gillette	11,792,900	12,326,200
38. Nabisco	11,763,600	10,495,500
39. Richardson Merrell	11,740,100	8,878,100
40. Volkswagen	11,673,600	7,180,000
41. Standard Brands	11,364,500	7,105,600
42. K-Tel International	11,242,600	8,737,500
43. UAL	11,106,300	6,625,700
44. Pillsbury	11,014,000	11,314,800
45. Scott Paper	10,974,700	12,746,400
46. CPC International	10,971,300	11,907,600
47. Estee Lauder	10,740,600	6,938,200
48. American Express	10,677,900	8,119,100
49. Pabst Brewing	10,616,800	8,081,300
50. Quaker Oats	10,448,500	10,039,500
51. Chrylser	10,405,200	10,410,700
52. Jeffrey Martin	10,133,700	4,000,300
53. Ralston Purina	10,112,100	8,905,000
54. Mattel	9,773,200	10,912,100
55. American Airlines	9,579,500	7,311,600
56. Campbell Soup	9,367,500	6,615,300
57. Kimberly Clark	9,324,700	4,206,900
58. G. Heileman Brewing	9,311,700	8,392,600
59. Stroh Brewery	9,109,300	5,976,800
60. American Dairy Association	8,741,900	8,890,100
61. Royal Crown Cola	8,651,600	7,568,900
62. Greyhound	8,640,800	6,765,600
63. Standard Oil of Indiana	8,639,300	6,765,600
64. Hasbro Industries	8,351,400	10,741,400
65. Esmark	8,064,000	10,752,500
66. Cadbury Schweppes U.S.A.	7,836,400	6,673,600
67. Exxon	7,677,900	3,451,100
68. Ronco Teleproducts	7,628,600	8,249,400
69. R.J. Reynolds Industries	7,481,400	6,391,200
70. Trans World	7,460,400	7,596,400
71. Murjani USA	7,459,500	3,446,200
72. Olympia Brewing	7,419,900	6,120,300
73. General Cinema	7,370,500	6,281,100
74. Standard Oil of Calif.	7,268,100	3,664,900
75. Gulf Oil	7,259,800	2,763,000
76. Alberto Culver	7,245,400	8,637,100
77. Ideal Toy	7,241,500	7,180,500
78. Jordache Enterprises	7,147,000	2,376,800
79. Dr Pepper	7,057,200	5,560,800
80. Morton-Norwich Products	7,038,500	5,908,600
81. CBS	7,022,700	8,633,800
82. Borden	6,914,200	5,909,200
83. Ford Auto Dealers Association	6,865,800	6,549,100
84. K. Hattori & Co.	6,817,500	6,240,900
85. General Electric	6,634,100	6,912,500
86. National Star World News	6,582,000	4,244,500
87. Toyota Auto Dealers	6,580,900	6,388,600
88. Mego International	6,448,500	9,770,800
89. Hershey Foods	6,147,500	6,913,600
90. Chesebrough Pond's	6,066,000	5,672,400
91. IFI International	5,840,700	5,065,500
92. Mobil	5,770,300	4,942,100
93. Toro Manufacturing	5,717,000	6,385,600
94. H & R Block	5,652,800	4,650,000
95. Eastern Air Lines	5,568,500	3,993,500
96. Suffolk Marketing	5,547,200	4,776,900
97. Goodyear Tire & Rubber	5,535,900	1,609,800
98. Black & Decker	5,530,900	1,435,000
99. Faberge	5,335,100	6,072,100
100. National Distillers & Chemical	5,317,200	1,956,300

Estimated investments by national and regional spot advertisers

	1979	1980	% change
Agriculture and farming	$9,787,900	$14,753,300	+51
Fertilizers & seed treatment	805,600	625,800	
Pest controls	7,363,200	12,048,300	
Miscellaneous agriculture & farming	1,619,100	2,079,200	
Apparel, footwear & accessories	67,827,900	105,499,600	+56
Apparel fabrics & finishes	1,629,600	962,100	
Footwear	14,947,200	12,092,600	
Hosiery	4,898,200	3,892,300	
Ready-to-wear	23,491,100	56,408,000	
Underwear, lingerie & bras	19,285,200	29,382,300	
Miscellaneous apparel accessories & notions	3,576,600	2,762,300	
Automotive	195,776,100	223,482,400	+14
Passenger Cars	158,001,600	182,268,900	
Tires & tubes	10,187,000	13,425,400	
Trucks & mobile homes	16,497,900	16,680,500	
Miscellaneous auto accessories & equipment	11,089,600	11,107,600	
Beer and wine	113,648,200	156,121,200	+37
Beer & Ale	85,822,800	119,129,200	
Wine	27,825,400	36,992,000	
Building material, equipment & fixtures	41,519,800	46,894,700	+13
Building materials	4,171,500	5,014,100	
Equipment fixtures & systems	26,571,400	32,424,600	
Protective coating & finishes	10,776,900	9,456,000	
Confectionery & soft drinks	195,996,000	212,417,500	+8
Confectionery	70,695,400	66,420,400	
Soft drinks	125,300,600	145,997,100	
Consumer services	64,836,200	82,708,100	+28
Communications & public utilities	28,590,400	43,056,200	
Engineering & professional services	13,539,800	16,186,300	
Financial	3,819,400	4,633,000	
Schools & colleges	9,901,600	7,941,800	
U.S. Government	8,985,000	10,890,800	
Food and food products	456,142,600	507,376,800	+11
Appetizers, snacks & nuts	15,993,100	17,626,000	
Bakery goods	53,070,600	55,162,900	
Cereals	53,633,800	54,528,500	
Coffee, tea & cocoa	71,150,400	73,475,300	
Condiments	15,002,200	28,374,100	
Dairy products	47,026,800	52,756,900	
Desserts & dessert ingredients	7,689,300	13,852,500	
Flour & baking mixes	6,297,400	8,174,700	
Fruit & vegetable juices	8,919,400	10,795,000	
Fruit & vegetables	22,643,700	20,168,300	
Health & dietary foods	5,640,000	4,034,100	
Meat, poultry & fish	51,261,900	53,322,900	
Pasta products & dinners	19,619,900	24,082,800	
Prepared dinners & dishes	16,301,400	22,561,700	
Salad dressings & mayonnaise	13,410,200	11,053,200	
Shortening & oil	17,392,900	20,313,200	
Soups	5,937,800	6,947,700	
Sugars, syrups & jellies	5,076,900	4,093,000	
Miscellaneous food & food products	20,074,900	26,054,000	
Gasoline, lubricants and other fuels	32,758,900	50,162,100	+53
Horticulture	26,113,000	35,263,300	+35
Household equipment and supplies	106,017,600	106,044,800	0
Cooking utensils	7,238,000	5,408,800	
Deodorizers & air fresheners	1,696,200	2,923,000	
Food wraps & foils	1,927,200	4,229,400	
Household paper products	39,758,000	32,397,200	
Insecticides & disinfectants	7,974,400	8,603,300	
Major appliances	20,080,600	19,959,800	
Patio & barbecue equipment	1,553,700	2,230,200	
Small appliances & equipment	10,997,700	14,739,700	

PLEASE BE PATIENT!

Your tremendous response at the NAB and to the announcement of our dramatic live, full-time radio-via-satellite network has been so overwhelming that we can't possibly answer every call immediately — but we're trying! WE'LL CALL YOU SOON ... and when we do, without a doubt you'll understand that Satellite Music Network was well worth the wait.

satellite music network

6500 River Chase Circle
East Atlanta, Georgia 30328

P.S. If you just CAN'T wait, CALL

Kent Burkhart
today: at

404-955-1550

THE DAWN OF A RADIO ERA

	1979	1980	% change
Miscellaneous accessories & supplies	14,791,800	15,553,400	
Household furnishings	19,513,800	27,017,900	+38
Floor covering	4,379,100	5,140,700	
Furniture	10,849,100	13,342,200	
Household fabrics & finishes	1,986,500	2,790,800	
Miscellaneous household furnishings	2,299,100	5,744,200	
Institutional & corporate promotion*	6,370,600	6,057,000	−5
Insurance	30,388,400	34,371,900	
Fire & casualty insurance	11,135,900	12,059,400	
Life insurance	19,252,500	22,312,500	
Jewelry, optical goods & cameras	45,514,900	54,549,800	+20
Cameras & photographic supplies	24,136,900	22,901,100	
Jewelry, watches & optical goods	21,378,000	31,648,700	
Office equipment, stationery & writing supplies	9,195,900	14,834,200	+61
Office machines & equipment	7,910,100	13,079,000	
Stationery, pen & pencils	1,285,800	1,755,200	
Pet foods & supplies	32,752,800	33,063,700	+1
Pet foods	25,316,800	26,743,200	
Pet supplies	7,436,000	6,320,500	
Proprietary medicines	86,372,400	92,899,300	+8
Cough, cold & sinus remedies	23,098,400	27,062,500	
Digestive aids & antacids	7,498,400	6,109,900	
Headache remedies & sedatives	13,845,300	13,373,900	
Laxatives	1,307,400	2,018,300	
Medical equipment & supplies	6,042,300	5,466,100	
Reducing aids	1,849,900	4,008,200	
Skin products & liniments	19,947,200	15,846,800	
Vitamins	5,887,500	12,054,300	
Miscellaneous proprietary medicines	6,896,000	6,959,300	
Publishing and media	79,854,500	78,314,700	−2
Books	20,994,800	16,016,600	
Magazines & newspapers	58,859,700	62,298,100	
Records & tapes, radios & TV sets	90,583,300	73,322,200	−19
Musical instruments	1,707,500	1,551,300	
Records & tape recordings	62,582,600	46,100,700	
Radios, TV sets, phonographs & recorders	17,320,300	19,655,800	
Misc. components & supplies	8,972,900	6,014,400	
Smoking materials	5,559,100	7,650,400	+38
Cigars & Tobacco	4,822,200	6,440,000	
Miscellaneous smoking materials & accessories	736,900	1,210,400	
Soaps, cleansers and polishes	110,180,800	111,312,500	+1
Cleansers & polishes	36,781,700	39,893,300	
Laundry preparations	19,245,700	19,705,000	
Soaps & detergents	54,153,400	51,714,200	
Sporting goods and toys	127,017,100	109,376,300	−14
Games, toys & hobbycraft	112,213,900	93,809,000	
Sporting goods	14,803,200	15,567,300	
Toiletries & toilet goods	181,388,100	223,231,200	+23
Cosmetics & beauty aids	56,259,000	80,236,000	
Dental supplies & mouthwashes	33,990,000	36,178,900	
Depilatories & deodorants	8,800,400	12,659,500	
Feminine hygiene products	4,022,900	7,214,100	
Hair products	46,162,500	45,840,500	
Men's shaving equipment	4,716,600	4,209,400	
Men's toiletries	8,995,800	15,320,200	
Toilet soaps	13,209,500	16,640,100	
Women's shaving equipment	485,200	63,300	
Miscellaneous toiletries & toilet goods	4,746,200	4,869,200	
Travel, hotels and resorts	56,038,500	76,072,900	+36
Airlines	44,426,000	59,969,200	
Buses & trains	5,511,500	7,194,100	
Car & truck rental	3,190,800	4,638,900	
Hotels & resorts	2,516,800	3,632,100	
Steamships	393,400	588,600	
Miscellaneous	13,024,500	13,235,700	+2
Total	$2,204,178,900	$2,496,033,500	+13

*Miscellaneous Institutional and Corporate Promotion not classified elsewhere.

Media Institute report finds networks portray businessmen as bad guys

Reviewing episodes of top shows, MI says many businessmen are shown as foolish, greedy or criminal; network news comes clean on its bill of health

Businessmen aren't getting an even break on network television. Or so says the Media Institute, a conservative media watchdog group based in Washington.

To the contrary, in a report released last week entitled "Crooks, Conmen and Clowns: Businessmen in TV Entertainment," the Media Institute noted that on prime-time television businessmen are "consistently shown in an unflattering light."

In its study, Media Institute researchers viewed and analyzed 200 episodes from the top-50 prime time, commercial network programs between December 1979 and April 1980 and found little for businessmen to cheer.

Of the businessmen portrayed on those shows, the report noted, two out of three were portrayed as foolish, greedy or criminal; almost half of all work activities performed by businessmen involved illegal acts; more than half of the characters running big businesses were portrayed as criminals, and television "almost never portrays business as a socially useful or an economically productive activity," the report said.

Before launching its investigation of network entertainment programing, the institute mostly concentrated its studies on network news handling of business and economic issues. Although the institute's studies showed that most of the news presented was, according to the report, "relatively fair and value-free," not so with the networks' handling of entertainment programing. In fact, Leonard Theberge, Media Institute president, said the study proves there "is a strong antibusiness bias in TV entertainment shows."

Moreover, said Theberge, "This negative portrayal is found on all three networks, on both adventure and comedy shows. The major distinction is that big businessmen are shown as more evil than small businessmen."

The Media Institute is a nonprofit, tax-exempt organization funded by foundations, corporations and individuals. Sitting on its board of directors are long-time network critic Herbert Schmertz, Mobil Oil Corp., New York; Raymond Bennett, 20th Century-Fox Film Corp., Beverly Hills, Calif.; Jameson Campaigne Jr., Greenhill Publishers, Ottawa, Ill.; James Cuff Jr., Batemen Eichler, Hill Richards, San Diego; J. Robert Fluor, Fluor Corp., Irvine, Calif.; William Martin, Martin Tractor Co., Topeka, Kan.; John Phillips, Engineering Supervision Co., Newport Beach, Calif.; Maurice Sonnenberg, consultant, New York, and Theberge.

In a release, Theberge said there are probably three reasons for antibusiness bias. First, he said, "highly simplistic" TV entertainment formats lead to the portrayal of good and bad guys.

Second, he said, many traditional stereotypes—such as those for women and minorities—have been, for the most part, eliminated. "Of course, this has left a vacuum in TV entertainment programs which may explain why the American businessman is such a prominent villain."

Third, he said, "cultural reasons" might explain TV writers' bias against businessmen. "It is not a new phenomenon for creative artists to look down on the commercial sector," he said.

Even after radio dereg, public affairs program syndication continues

The largest syndicator of public affairs programing for commercial radio reports that "deregulation [of radio] has not closed us down. It has in fact increased the demand somewhat for our material." That assessment by Mark Bragg, president of the Los Angeles-based Public Affairs Broadcast Group, comes after careful monitoring of

Rating Roundup

With four winning nights and six of the week's top-10 rated shows, CBS-TV returned to victory for the week ended April 19. ABC-TV, with its *Masada* miniseries and other programing, had taken the two previous weeks, ending the CBS streak (BROADCASTING, April 20).

From April 13 through April 19—considered the last week of the season by ABC and CBS (see story, page 90)—CBS prime time averaged a 17.3 rating and 30 share to ABC's 15.8/27 and NBC-TV's last-running 13.9/24.

CBS won Monday, Thursday, Friday and Sunday; ABC took Tuesday and Saturday, and NBC scored best on Wednesday.

The CBS win was based on series strength, with *Dallas* (31.3/56), as usual, at the top of the heap. If anything, long-form and movies pulled the network's average down—particularly Wednesday's movie, *The Last Tycoon* (10.2/18).

Series new to the CBS schedule paid off. On Monday the 8-9 p.m. block of *Private Benjamin* (22.0/35) and *The Two of Us* (20.5/31) was a winner—beating reruns of ABC's *That's Incredible* (18.2/28) and NBC's *Little House on the Prairie* (13.8/21).

In other ratings, ABC pulled a substantial 20.8/40 for its three-hour Sunday movie "The Ten Commandments." Nevertheless, it lost the night to CBS's regular schedule by the weak last-place showing of *Omnibus* (6.4/13).

NBC came on strong only on Wednesday when *Real People, Diff'rent Strokes, Facts of Life* and *Quincy, M.E.* averaged an 18.7/32—with all four shows at a 30 share or above. For the rest of NBC's week, only Saturday's *Barbara Mandrell* (16.0/30) made it that high in share.

The First 20

1.	*Dallas*	CBS	31.3/56
2.	*M*A*S*H*	CBS	25.5/38
3.	*Dukes of Hazzard*	CBS	25.2/43
4.	*60 Minutes*	CBS	24.9/49
5.	*Three's Company*	ABC	22.2/34
6.	*Private Benjamin*	CBS	22.0/35
7.	*Diff'rent Strokes*	NBC	21.5/35
8.	*House Calls*	CBS	21.1/33
9.	"Ten Commandments" (movie)	ABC	20.8/40
10.	*Too Close for Comfort*	ABC	20.7/32
11.	*Two of Us*	CBS	20.5/31
12.	*Magnum, P.I.*	CBS	20.4/34
13.	*Facts of Life*	NBC	20.1/33
14.	*Lou Grant*	CBS	19.0/33
15.	*Alice*	CBS	18.8/31
16.	*Love Boat*	ABC	18.7/34
17.	*Hart To Hart*	ABC	18.4/32
18.	*Greatest American Hero*	ABC	18.4/30
19.	*The Jeffersons*	CBS	18.3/31
20.	*Happy Days*	ABC	18.2/29

The Final Five

66.	"Family Plot" (movie)	NBC	10.0/17
67.	*Disney's Wonderful World*	NBC	9.1/18
68.	"The Fifth Musketeer" (movie)	ABC	8.8/15
69.	*NBC Magazine with David Brinkley*	NBC	6.6/12
70.	*Omnibus* (special)	ABC	6.4/13

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Assigned 100.1 mhz to Jonesboro as its third FM assignment; assigned 107.1 mhz to Paragould as its second FM assignment; assigned 105.5 mhz to Piggott and assigned ch. 296A to West Memphis as its first FM assignment, effective June 2 (BC Doc. 80-245). Action April 3.

■ Spencer, Ind. Assigned 92.7 mhz to Spencer as its first FM assignment, effective June 2 (BC Doc. 80-320). Action April 3.

■ Vincennes, Ind. Assigned 92.1 mhz to Vincennes as its second FM assignment, effective June 2 (BC Doc. 80-277). Action April 3.

■ Munising, Mich. Dismissed petition by Laidlaw and Associates proposing substitution of 98.1 mhz for 98.3 mhz at Munising due to lack of interest (BC Doc. 80-493). April 3.

■ Hanover, N.H. Assigned 92.1 mhz to Hanover as its second FM assignment, effective June 2 (BC Doc. 80-278). Action April 3.

■ Edenton, N.C. – Assigned 102.3 mhz to Edenton as its second FM assignment, effective June 2 (BC Doc. 80-247). April 3.

■ Beaumont, Lake Jackson and Port Lavaca, all Texas. In response to petitions by KAUM Inc., and kIKK Inc. proposed substituting 107.9 mhz for 107.7 mhz at Beaumont; 107.5 mhz for 107.3 mhz at Lake Jackson; and 93.3 mhz or 107.1 mhz for 95.9 mhz at Port Lavaca, and directed licensees of KWIC(FM) Beaumont, KGOL(FM) Lake Jackson, and KGUL-FM Port Lavaca to show cause why their licenses should not be modified to specify operation on proposed frequencies, comments due June 1, replies June 22 (BC Doc. 81-234). Action April 1.

■ Freeport, Tex. In reponse to petition filed by Amaturo Group Inc. (AGI) further information is requested with respect to reconsideration request to FCC's action assigning 102.5 to Freeport. Specifically, information is sought from AGI, licensee of Station KMJQ(FM) Clear Lake City, Tex., regarding necessity of station to relocate its transmitter to site which would result in short-spacing with Freeport assignment, comments due June 1, replies June 22 (BC Doc. 21513). Action April 1.

■ Lockhart, Tex. In response to petition filed by Entertainment Communications Inc. further information is requested with respect to reconsideration request to FCC's action assigning 94.7 mhz to Lockhart. Specifically, information is sought regarding necessity of Station KLEF to relocate its transmitter to site which would result in short-spacing with Lockhart assignment, comments due June 1, replies June 22 (BC Doc. 79-256). Action April 1.

■ Montpelier, Stowe, Vergennes, and Waterbury, all Vermont; Moriag and Port Henry, both New York. In reponse to petitions by Russell P. Kinsley and Linda M. Kinsley and Masterpeace Communications Corp., proposed reassigning 106.3 mhz from Moriah to Vergennes; assigning 92.1 mhz to Port Henry; deleting 103.1 mhz from Montpelier; assigning 101.7 mhz to Stowe and substituting ch. 276A for ch. 269A at Waterbury; ordered the permittee of channel 292A at Port Henry to show cause why his permit should not be modified to specify operation on ch. 221A as proposed (BC Doc. No. 81-235). Action April 3.

Cable

■ The following cable registrations have been filed:

■ Continental Cablevision of New Hampshire Inc. for Rollinsford, Somersworth, Dover, Pease AFB, all New Hampshire (NH0038, 50, 49, 41) add signal.

■ Continental Cablevision of New Hampshire Inc. for Kittery and Eliot, both Maine (ME0060, 48) add signal.

■ Continental Cablevision of New Hampshire Inc. for Newcastle, Portsmouth, Rye, all New Hampshire (NH0044, 29, 76) add signal.

■ Tele-Media Corp. of Lake Eire for Girard, (borough and township), Lake City, Northeast (borough and township), Fairview (borough and township), all Pennsylvania (PA1797, 98, 99, 49, 50, 95, 96) add signal.

■ Omegavision Corp. for Linville township, Newland, both North Carolina (NC0224, 225) add signal.

■ Amvideo Cable Corp. for North Bergen, Hoboken, Union, West New York and Weehawken, all New Jersey (NJ0083, 111, 366, 365, 345) add signal.

■ Muncy TV Corp. for Wolf, Muncy, Hughesville, Picture Rocks, Muncy (borough) and Muncy Creek, all Pennslyvania (PA0807, 808, 403, 406, 405, 404) add signal.

■ Sammons Communications Inc. for Logansport, Ind. (IN0029) add signal.

■ Southwest Cablevision Inc. for Hondo, Tex. (TX0605) add signal.

■ The Franklin County CATV Inc. for Winchester, Tenn. (TN0028) add signal.

■ Cobb County Cable TV for Austell, Ga. (GA0128) add signal.

■ Spring Valley Lake Cable TV Inc. for Spring Valley Lake, Calif. (CA0827) new signal.

■ Beaver Valley Cable TV for Hornby, N.Y. (NY0916) new signal.

■ Lovell Cable TV for Lovell, Wyo. (WY0038) new signal.

■ Metrovision Southwest for Westhaven, Ill. (IL0447) new signal.

■ Scottsboro TV Cable Inc. for Cherokee, Ala. (AL0021) add signal.

■ Genesee County Video Corp. For Oakfield, N.Y. (NY0914) new signal.

■ CATV Systems Inc. for Burke, Tex. (TX0744) new signal.

■ Richer Belisle Enterprises for Bruceton Mills, W.Va. (WV0679) new signal.

■ Badger Mt. Cable TV for West Richland, Wash. (WA0292) add signal.

■ Umatilla Cable TV for Umatilla, Ore. (OR0243) new signal.

■ Colstrip Cable TV Inc. for Colstrip, Mont. (MT0089) new signal.

■ Floyd County Cablevision Inc. for Charles City and Charles, both Iowa (IA0133, 134) new signal.

■ Vinton Cablevision Inc. for Vinton (city) and Vinton (outside), Iowa (IA0137, 138) new signal.

■ Independence Cablevision Inc. for Independence (city) and Independence (outside), Iowa (IA0135, 136) new signal.

■ Oelwein Cablevision Inc. for Oelwein (city and outside), Iowa (IA0131, 132) new signal.

■ Valley Cable TV Inc. for Tarzana and Lakeside Park, both California (CA0847, 848) new signal.

■ Hardin Cablevision Inc. for Iowa Falls (city and outside), Iowa (IA0129, 130) new signal.

■ Community Tele-Communications Inc. for Sarpy, Neb. (NE0080) new signal.

■ Douglas Tele-Viewers Inc. for Douglas, Ga. (GA0015) add signal.

■ Syracuse New Channels for Weedsport, N.Y. (NY0915) new signal.

■ Mathis Cable TV Inc. for Mathis, Tex. (TX0743) new signal.

■ Robstown Cable TV Inc. for Robstown, Tex. (TX0742) new signal.

■ Cable Services Inc. for Lisbon, N.D. (ND0087) new signal.

■ Community Cable Systems Inc. of South Jersey for Waterford, N.J. (NJ0462) new signal.

■ Bala Cable TV for Balaton, Minn. (MN0176) add signal.

■ Amcomm-Minnesota Inc. for Tracy, Canby, Cottonwood, all Minnesota (MN0097, 75, 58) add signal.

■ Souris Valley Cable TV Inc. for Minort AFB, N.D. (ND0028) add signal.

■ Community Tele-Communications Inc. for Golf Manor, Ohio (OH0645) add signal.

■ Multivision Northeast Inc. for Mount Airy, Ga. (GA0060) new signal.

■ Evergreen Special CATV Fund for Kittredge and Evergreen, both Colorado (CO0026, 23) add signal.

■ Douglas County Cable TV for Douglas and Douglasville, both Georgia (GA0121, 168) add signal.

■ Wometco Cable TV of Clayton County Inc. for Forest Park, Riverdale, Morrow, Lake City, Jonesboro, all Georgia (GA0238, 247, 248, 258, 259, 259) add signal.

■ Gwinett Cable TV for Berkely Lake, Grayson, Norcross, Gwinnett, Lilburn and Snellville, all Georgia (GA0262, 260, 261, 222, 227, 221) add signal.

■ Concord Cablevision Inc. for Concord (village), Concord (township), Pulaski, all Mississippi (MI0479, 477, 479) new signal.

■ Texas Cablevision for Goodfellow AFB and San Angelo, both Texas (TX0354, 332) add signal.

■ TV Cable Co. for Myrtle Beach (city), Conway (city), Conway (outside), Myrtle Beach AFB, Myrtle Beach (outside), all South Carolina (SC0025, 23, 77, 78, 76) add signal.

■ Cox Cable Tyrone for Tyrone and Snyder, both Pennsylvania (PA0031, 29) add signal.

■ Cox Cable Ocala for Ocala, Fla. (FL0161) add signal.

■ Palm Cable Inc. for Palm Coast, Fla. (FL0374) add signal.

■ Community Antenna System Inc. for Hillsboro, Wis. (WI0020) add signal.

■ Satellite Cable TV for Acworth, Kennesaw, Cobb County, all Georgia (GA0235, 280, 236) add signal.

■ West Lake Cable TV for Westlake, Ohio (OH746) add signal.

■ North Olmstead Cable TV for North Olmstead, Ohio (OH0800) add signal.

■ Continental Cablevision of New Hampshire Inc. for South Berick, Berwick, both Maine (ME0050, 0051) add signal.

■ American Cablevision of Pennsylvania Inc. for Morton, Rodley Park, Rutledge, all Pennsylvania (PA1962, 1963, 1964) new signal.

■ Metro West Cablevision Inc. for Aloha-Reedville, Ore. (OR0242) new signal.

■ Minnewaukin Cable TV Inc. for Minnewauken, N.D. (ND0032) add signal.

■ Leeds Cable TV Inc. for Leeds, N.D. (ND0025) add signal.

■ OVC Telecommunications Inc. for Richmond, Ky.

Summary of broadcasting

FCC tabulations as of March 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1,154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

*Special temporary authorization

**Includes off-air licenses